

EXHIBIT B-2
PLAINTIFF'S TRADEMARK COMPARISON
CHART

EXHIBIT B-2(a)
PLAINTIFF'S TRADEMARK
COMPARISON CHART – *THE SIMPSONS*

Ex. B-2(a): PLAINTIFF'S TRADEMARK COMPARISON CHART - THE SIMPSONS

PLAINTIFF'S INTELLECTUAL PROPERTY	DEFENDANTS' INFRINGING USE
<p><u>DUFF</u></p> <p>Reg. No. 3486187 Class 032</p> <p>Reg. No. 4566718 Class 032</p>	 <p>Source: Complaint, Ex. 4-C at p.2</p> <p>Image depicting a Duff flag to promote beer sold at Moe's Tavern Pop-Up; advertised on Defendants' social media</p>
<p><u>KRUSTY BURGER</u></p> <p>Reg. No. 5099931 Class 043</p>	 <p>Source: Complaint, Ex. 9-A at p.2</p> <p>Interior décor depicting a Krusty Burger food and beverage station at Moe's Tavern Pop-Up</p>
<p><u>KRUSTY BURGER</u></p> <p>Reg. No. 5099932 Class 030</p>	 <p>Source: Complaint, Ex. 9-A at p.1</p> <p>Interior décor depicting Krusty Burger signage above the food and beverage station at Moe's Tavern Pop-Up</p>

Ex. B-2(a): PLAINTIFF'S TRADEMARK COMPARISON CHART - THE SIMPSONS

PLAINTIFF'S INTELLECTUAL PROPERTY	DEFENDANTS' INFRINGING USE
<p><u>THE SIMPSONS</u></p> <p>Reg. No. 1773051 Class: 025</p>	 <p>Source: Complaint, Ex. 4-A at p.5</p> <p>Image depicting use of Plaintiff's Word Mark to advertise Moe's Tavern Pop-Up on Defendants' social media</p>
<p>Reg. No. 5311562 Class: 018</p>	 <p>Source: Complaint, Ex. 4-A at p.6</p> <p>Image depicting use of Plaintiff's Word Mark to advertise Moe's Tavern Pop-Up on Defendants' social media</p>

EXHIBIT B-2(b)
PLAINTIFF'S TRADEMARK
COMPARISON CHART – *BOB'S BURGERS*

Ex. B-2(b): PLAINTIFF'S TRADEMARK COMPARISON CHART - BOB'S BURGERS

PLAINTIFF'S INTELLECTUAL PROPERTY	DEFENDANTS' INFRINGING USE
<p><u>BOB'S BURGERS</u></p> <p>Reg. No. 4254298 Class 009</p> <p>Reg. No. 4351191 Class 025</p> <p>Reg. No. 3926694 Class 041</p>	 <p>Source: Exhibit 16</p> <p>Image depicting use of Plaintiff's Word Mark to advertise the Bob's Burgers Pop-Up on Defendants' social media</p>